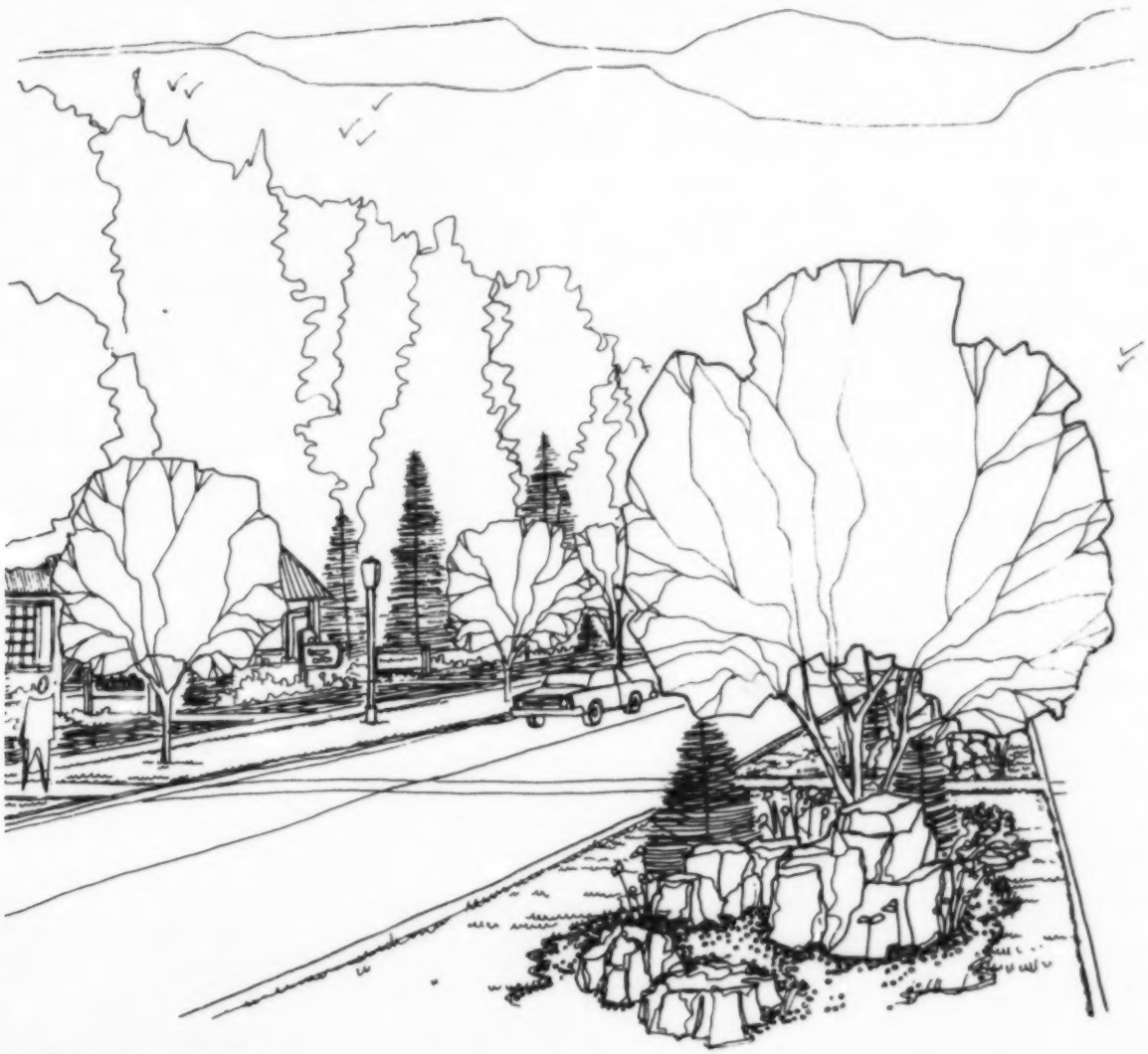
South Whiteshell Redevelopment Study



Summary

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SUMMARY OF THE

SOUTH WHITESHELL REDEVELOPMENT STUDY

PREPARED BY McGOWAN DESIGN GROUP INC.

1.0 INTRODUCTION

The study objective is defined as "...(preparation of) an opportunity plan for the Falcon Lake and West Hawk Lake areas that identifies the scope of potential opportunities for accommodation, commercial facilities and services required to assist in developing a financially viable year round resort community." Existing and potential markets for resort accommodation, retail and service facilities were examined and an analysis of land use considerations undertaken. Based upon such analysis the study concludes that present opportunity for viable commercial development of the southern Whiteshell is restricted at this time due to a multitude of factors. However, there appears to be potential for expanding existing operations.

2.0 DEVELOPMENT POTENTIAL

The results of the market survey were somewhat unexpected. It was assumed that evidence would indicate a pattern of conclusions indicating demand for additional commercial facilities, specifically a considerable increase in retail facilities and some form of a more or less self contained four season tourist facility. It was expected that there would be evidence of demand for increased accommodation during the winter months.

Evidence from the market place suggests that growth in commercial activity within the park is likely to be limited (mainly) to expansion and renovation of existing enterprises and facilities. There is little potential for major investment or new large scale enterprises. Rather, orderly renovation, adjustment and gradual expansion of existing enterprises to meet the changing needs of the present clientele should be encouraged. It is likely that such business expansion would be undertaken by local business people if the opportunities were provided.

3.0 CONCLUSIONS

- The primary opportunities for increased tourism/visitation to the southern Whiteshell are during the first and fourth quarters of the year. The second quarter also offers good opportunity for expanded use.
- Market segments with the highest potential for increased use during these periods are cottagers and short-term leisure travellers.
- Significant competition for the short-term leisure travel market suggests limiting development targeted specifically at this type of user.
- Year-round demand for upscale resort accommodations in the southern Whiteshell is not sufficient to justify major development targeted at this type of traveller.
- Falcon Lake shows greater potential for successful year-round recreational attraction than West Hawk; therefore, redevelopment or new development should be concentrated on Falcon Lake.

- o Winterizing existing cottages at Falcon Lake would provide 55,000 unit days of additional recreational opportunity in the area (November-February, 20% currently winterized). Further opportunity exists with construction of new cottages, but this type of development is limited by the carrying capacity of the area rather than demand for new cottages.
- o There are limited opportunities to develop, diversify and/or expand private commercial operations in the two townsites at this time.

4.0 RECOMMENDATIONS:

It is recommended that:

1. the function of the South Whiteshell as a family recreation area be recognized and emphasized and that the provision of recreational opportunity for present park users and for people with similar interests and tastes be recognized as the main objective of park management.

2. the Province review and revise conditions of land tenure and leasing arrangements affecting commercial enterprises operating in Provincial Parks to the end of encouraging private investment, increasing opportunity for diversification and expansion, and encouraging entrepreneurs to make a profit. The review of policy, which would presumably affect all Parks, should include consideration of privatizing ownership of commercial sites within the Parks.

3. policies affecting the development of private land within the park should be reviewed, and consideration should be given to exchange and trading of land between the Crown and private owners to the end of optimising the land use objectives of both the private land owners and the Parks Branch.

4. an assessment be undertaken of the desirability and acceptability of a roadside fuel, food and accommodation facility within the Park, and if such a facility is considered to be convenient and appropriate to the aesthetic and recreational functions of the park, provision be made in highway and park plans for such a combined facility at or near the selected entrance point to Falcon Lake townsite. In the event that this option is pursued, and in the event that highway planning and construction are completed within the next five years, proposals for development should be solicited within the context of the proposed redevelopment strategy for the Falcon Lake Townsite.

5. retail, service and accommodation enterprises currently operating in the park be encouraged to renovate, expand and diversify. A generally positive attitude should be adopted toward commercial proposals, that are in keeping with the objectives and development standards for the Park. Estimation of demand and design of the service to be offered should be left to the sponsoring entrepreneur. Diversification should be particularly encouraged because profitable enterprises of modest size can often be combined with other, larger enterprises.

6. the Province co-operate with entrepreneurs in the park and participate financially in programs of advertising and promotion designed to increase park use particularly in the mid-week, shoulder season and winter season periods. Further, it is recommended that a comprehensive marketing strategy be developed for the Whiteshell and that adequate funding be provided for undertaking the necessary market research and analysis required for such a strategy.

7. the Province adopt the redevelopment/zoning strategy for the townsites as identified on the attached maps and that a task force comprised of representatives of the Parks Branch, Tourism, the business community and the Cottage Association be established to formulate the guidelines and development standards to be used to evaluate proposals until such time as a more permanent local management mechanism can be put in place.

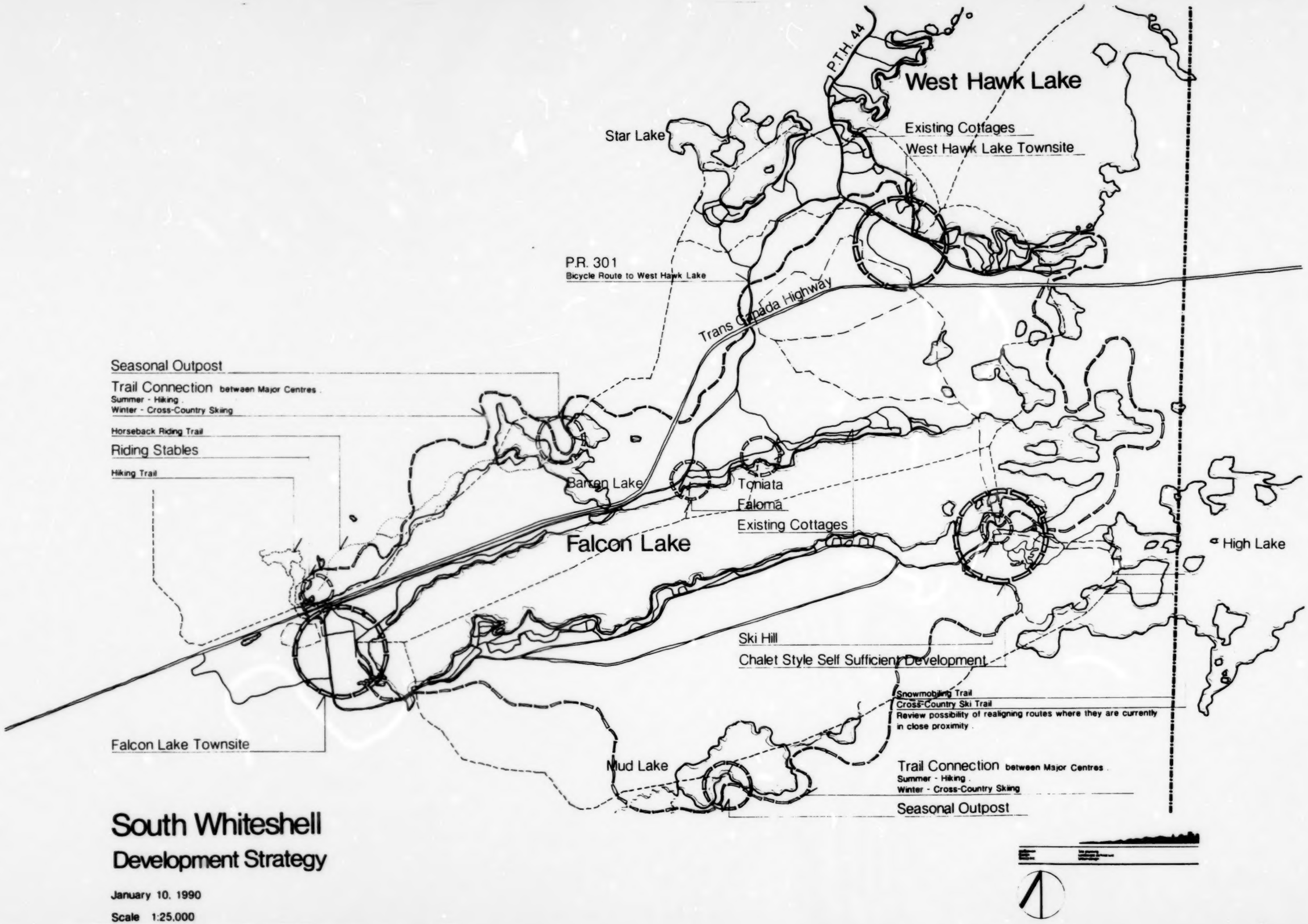
5.0 DEVELOPMENT CONSIDERATIONS

FALCON LAKE

- Expansion of Falcon Lake Golf Course to include an additional 9 holes.
- Inclusion of medium density vacation accommodation in association with the golf course expansion.
- Four Season chalet style accommodation adjacent to the existing ski hill.
- Outpost accommodation along the trail system.
- Phase out the existing shopping mall and provide commercial lots for development along a "Main Street" concept.
- Re-establish a gas bar, restaurant, accommodation facility on the Trans-Canada Highway.
- Develop a visitor orientation/interpretive facility close to townsite entrance.
- Initiate a general townsite beautification program complete with streetscaping, attractive signage and design guidelines for permanent structures.
- Relocate boat launch to the marine.

WEST HAWK LAKE

- Enhance the entre experience of the Trans-Canada Highway.
- Develop a cohesive "Main Street" commercial area.
- Relocate the marina.
- Develop a visitor services centre.



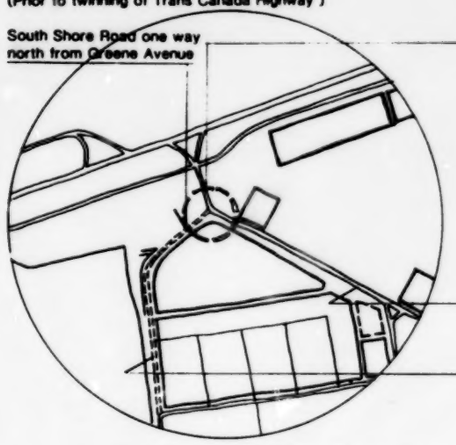
South Whiteshell

Development Strategy

January 10, 1990

Scale 1:25,000

Short Term Entrance Solution
(Prior to twinning of Trans Canada Highway)



Major Entrance Feature
Entrance Signage Feature
Commercial Operators Trailer Village
Development Zone : Motel , Gas Bar
Relocated Park Entrance
Existing Riding Stables
Visitor Orientation / Interpretive Centre Special Entrance Feature
Cottage Expansion
Existing Cottages
Golf Course Expansion
Existing Golf Course Maintenance Yards to remain

Trans Canada Highway

Existing Staff Trailer Village
Expansion of Staff Trailer Village

PR 301

Major Entrance Feature
Existing Transient Campground
Existing Seasonal Campground
Parking Area
Proposed Commercial Zone
Road Improvements To include reduction in apparent right-of-way width and appropriate streetscaping
Public Reserve boat docking facilities , trail system , access to townsite
Existing Commercial Zone
Proposed Resort Complex
Existing Beach Area Improve relationship between swimming , windsurfing , water skiing and boating
Recreation Complex Expansion
To include youth centre , playing fields , playground , relocated school , community centre , church
Existing Recreation Complex
Existing Transient Campground Relocation pending further study
Existing Cottages
Boardwalk Connection
Existing Marina
Relocated Boat Launch and Parking
Marina Expansion

Medium Density Housing Development
Existing Sewage Lagoons
Lagoon Expansion

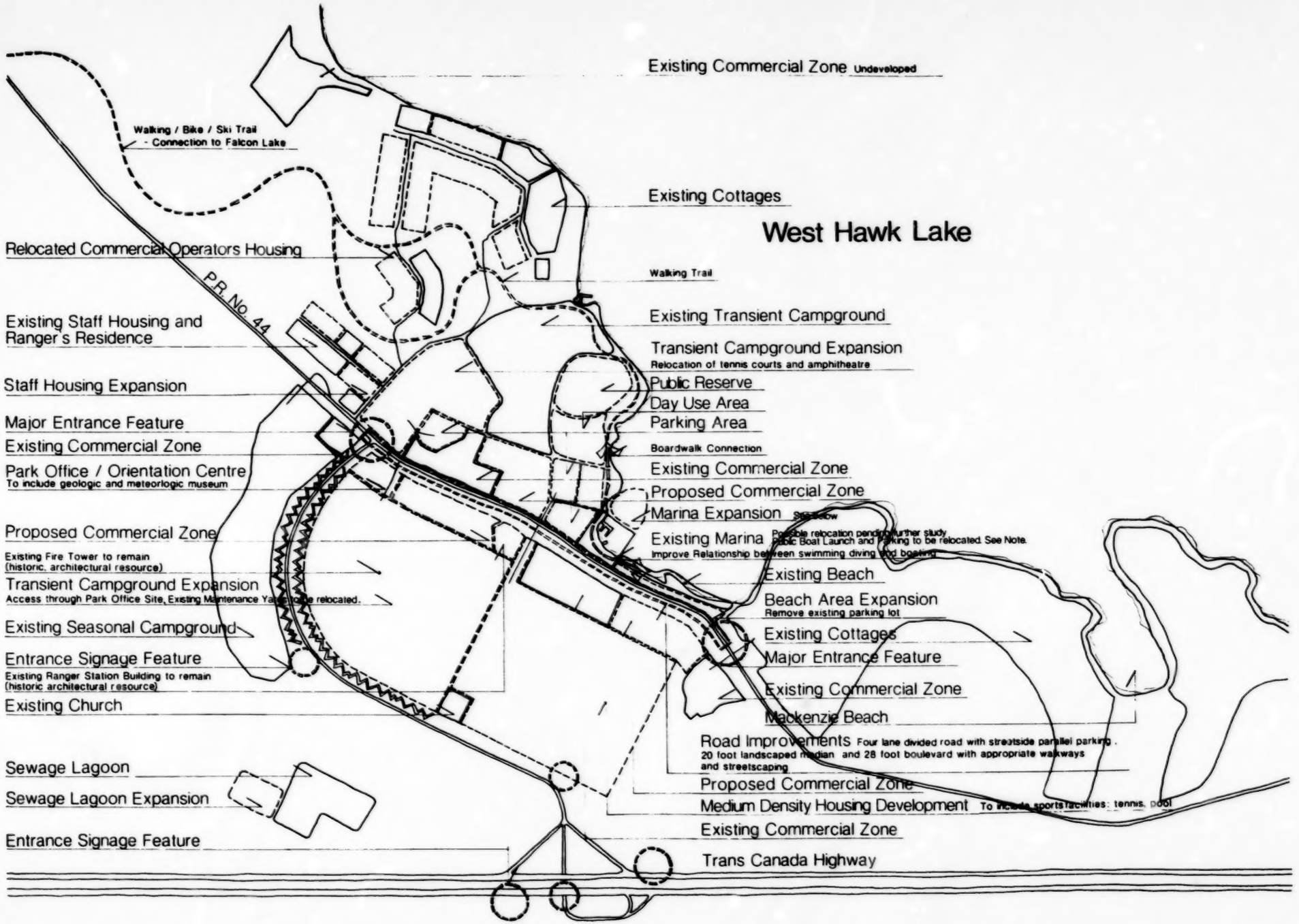
Falcon Lake Townsite
Development Strategy

January 10, 1990

Scale 1:5000

Notes
Relocated Maintenance Yards and Commercial Storage Facilities to be developed in conjunction at one of two possible sites:
1. Borrow Pit Area on Barron Lake Road
2. Two miles south of townsite on South Shore Road

Final site selection pending further investigation



West Hawk Lake Townsite

Development Strategy

January 10 . 1990

Scale 1 : 5000

Note

Relocated public boat launch and possibly Marina to be developed at one of two sites:

1. MacKenzie Beach east of townsite
2. Undeveloped existing commercial zone north west of townsite

Final site selection pending further investigation